



FOR IMMEDIATE RELEASE: (DATE)

Contact Name  
Organization (Agency or Company)  
Phone Number  
Email

**HEADLINE (ONE LINE ONLY)**

*Subhead: More Detail As Needed, One Line Only*

**City, State:** Your announcement starts here, and should lead with a strong first paragraph that clarifies what you are announcing, where, and its relevance to your industry. Don't bury the lede: doing so makes it harder on reporters to find the information they need most, so get right to it in the first paragraph.

The second paragraph is the best spot for quotes, but choose your quotes carefully. No reporter likes reading from a sea of people saying the same boring thing. Leverage quotes to build the importance of your story but also to shape your core messages. Whenever and wherever possible, include quotes from customers or partners who will benefit from the news, and avoid extreme exaggeration: having your CEO say that your product is the next best thing to a rocket ship is typically a very bad idea unless you are Elon Musk.

In the third paragraph it's often tempting to add fluff that doesn't need to be there. It's also often extremely tempting to bleed over to a second page by bolstering the third paragraph with company history, lore, and supporting expert opinions. Keep in mind that the goal of the release is to provide clear, concise context on the story--you can always including more detail or links to additional testimonials in your pitch emails or on your blog. Some additional words of wisdom:

- Nobody likes long blocks of content, so use bullets to your advantage to break up the text.
- Use language people can actually understand. If you had to use thesaurus.com to find it, delete it.
- During your final edit, be honest with yourself on whether or not you are truly focused on what is newsworthy about this announcement. If not, revise accordingly.

**About Your Company:** This is a placeholder for a short, 3-4 sentence description of your company along with a link to your homepage. Double check to ensure the first sentence accurately and clearly describes your business in a manner that could easily be lifted and translated by a reporter.

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